

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #186350

D. Prudence

F & T DISTRIBUTORS

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear Diane:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 15 SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>Product</u>		
1	Winston FF Box	12300-25252
1	Winston Light Box	12300-25253

Product / Premium Arrival: **April 13, 1998**

Ship Date to Retail: **Week of: April 27, 1998**

Displays (Item #541085)

SKU CUBE: **1.7500**

SKU WT (w/o Product): **3.7500 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$564.83**

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MAY .70¢ 2-Pack Tear Tape
F & T DISTRIBUTORS

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162605

L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

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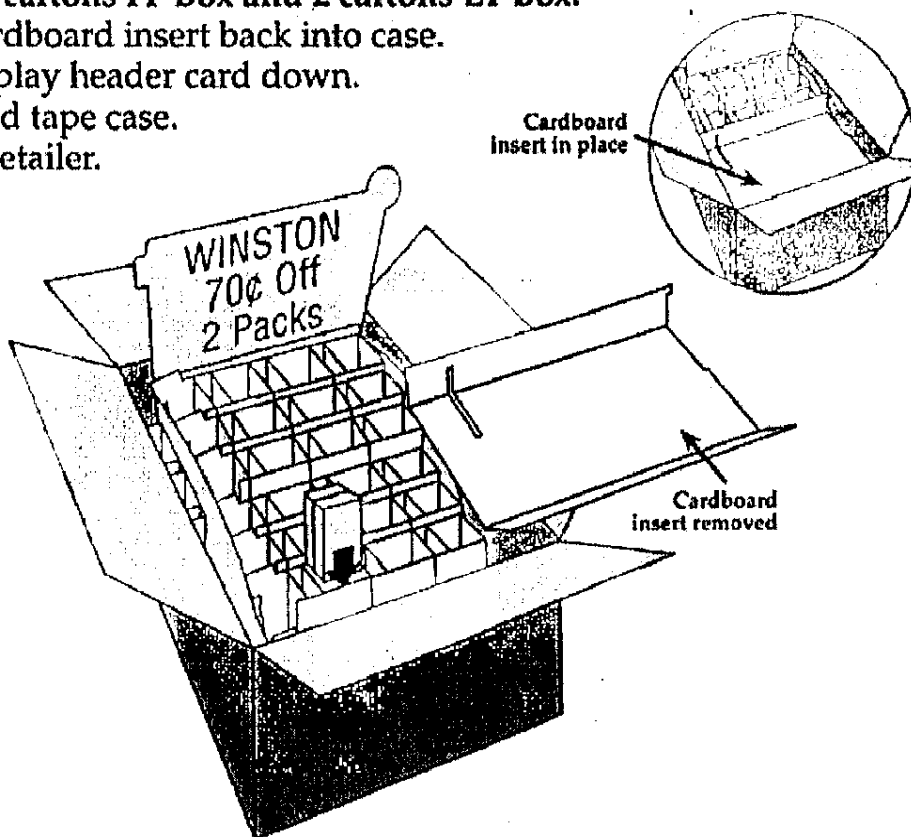
WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS 2ND QTR.'98**

May WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit
Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

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BFEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 18
DATE: 98-03-09
TIME: 11:01 AM* WHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
TEMPLATE : 800266 80500 WIN MAY ,70/2 NO
TEMPLATE SEQ : 0905
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	3				(607)756-5552
162205	162231	651492	GROTON 5 & 10	160 MAIN ST.	GROTON	NY	13073	1				(607)898-5030
162205	162231	799270	CFM - FETC	117 MAIN ST	CORTLAND	NY	13045	1			927913	(607)753-7616
162205	162230	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	1	NYS			(607)753-1724
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	1	NYS		921320	(315)487-1100
162605	162231	763732	EAST HILL CITGO	1000 JUDD FALLS R	ITHACA	NY	14850	1				(607)272-2250
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1				(607)272-3448
162605	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1				(607)273-0807
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850	1	NYS			(607)273-6015
162605	162231	031651	PAYLO QUICK STOP	208 E MAIN ST	TRUMANSBURG	NY	14886	1	NYS			(607)387-9875
162605		269497	REYNOLDS VARIETY	222 ELMIRA RD	ITHACA	NY	14850	1	NYS			(607)272-9470
162605		269572	COVERD BRIDGE GROC	MAIN ST	NEWFIELD	NY	14867	1	NYS			(607)564-9901

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 14

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 14

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